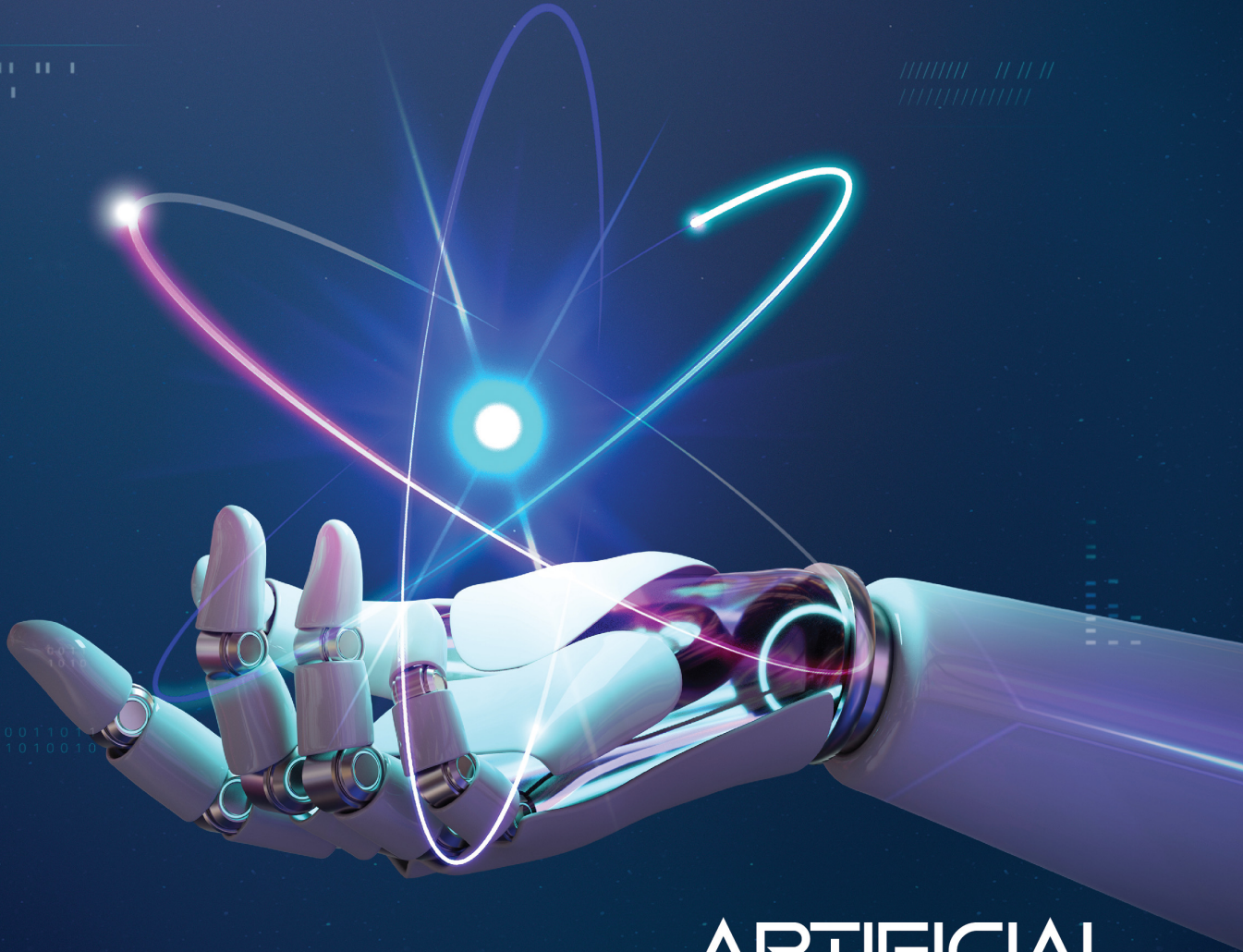


# RISE

*Catalysing Global Research Excellence*



ARTIFICIAL  
INTELLIGENCE (AI):  
Embracing the Future

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# RISE

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## ABOUT THE MAGAZINE

RISE Magazine is published by Office of the Deputy Vice-Chancellor (Research and Innovation) with aims to highlight a research and innovation on multidisciplinary expert of fields in UiTM. It serves as a platform for researcher to showcase their high quality and impactful findings, activities and innovative solution through publication. Contribution of these ideas come from academicians, researchers, graduates and universities professionals who will enhance the visibility of research and stride to elevate Universiti Teknologi MARA to global standards. This is an effort to promote research as a culture that is accepted by all expertise.

## ABOUT UiTM

Universiti Teknologi MARA (UiTM) is a public university based primarily in Shah Alam, Malaysia. It has grown into the largest institution of higher education in Malaysia as measured by physical infrastructure, faculty and staff, and student enrollment. UiTM is the largest public university in Malaysia with numerous campuses throughout all 13 states in Malaysia. There is a mixture of research, coursework and programmes offered to the students. The Office of the Deputy Vice-Chancellor (Research and Innovation) also known as PTNCPI (*Pejabat Timbalan Naib Canselor (Penyelidikan dan Inovasi)*) serves as a *Pusat Tanggungjawab* (PTJ) for navigating the research and innovation agenda of the university to achieve UiTM's goals. The PTNCPI office strives to mobilize faculty and campuses, fostering collaboration among researchers, with the aim of transforming the University into a Globally Renowned University by 2025





# What's The Fuss About *ARTIFICIAL INTELLIGENCE (AI) Tools?*

**A**rtificial intelligence (AI) is a rapidly growing field that is transforming various industries and aspects of our lives. With the advancements of technology and the availability of large amounts of data, AI has become more powerful and accessible than ever before. AI has impacted the world in so many ways; one of which is via automation. AI is being used to automate repetitive and mundane tasks in various industries, such as manufacturing, transportation, and customer service. This increases efficiency, reduces costs, and frees up human workers to focus on more complex and creative tasks (Pereira, Hadjielias, Christofi & Vrontis, 2023).

Other than that, AI is used to analyze large amounts of data to personalize recommendations and experiences for individuals. We can observe this today in personalized ads, music and video streaming services, and social media algorithms. This has benefitted other industries such as healthcare (Mahdi, Battineni, Khawaja, Allana, Siddiqui, Agha, 2023), autonomous systems for vehicles, drones and robots, and for language processing such as chatbots and voice assistance which makes communication (Hohenstein,

Kizilcec, DiFranzo, et al., 2023) with technology more seamless and natural.

Besides that, AI is gaining popularity in its use to generate images for media content, which indirectly helps people to execute their marketing campaigns in a shorter period of time. Today, literally everything is at their fingertips.

One of the AI technologies to generate images is called Midjourney (Midjourney.com, 2023). Midjourney AI is a type of AI technology that uses machine learning algorithms to generate high-quality images and videos from textual descriptions. It has become increasingly popular in recent years and has been used in various applications, such as video game development, film and television production, and advertising.



Who will benefit from this? Of course, those who are the brand owners, marketing agencies, movie makers, games providers, art creators, educators, and many more. These groups of people will benefit from Midjourney AI through its ability to create realistic and highly detailed images and videos from textual descriptions. This technology saves time and resources compared to traditional methods of creating visual content, such as sketching or 3D modelling. Additionally, Midjourney AI can generate images and videos for a wide range of purposes, from creating concept art for video games to generating realistic visual effects for movies.

However, like any AI technology, Midjourney AI is not without its limitations and potential risks. For example, it may struggle to generate images and videos that accurately reflect the intent or meaning of complex or abstract textual descriptions. Additionally, there are concerns about the potential for Midjourney AI to be used for malicious purposes, such as generating fake images or videos for propaganda or misinformation campaigns. Thus, there is a need to establish some kind of law or rules and regulations to control the issues that may arise when using Midjourney AI. Apart from that, we also have to play our role as highly ethical human beings who only use technology to improve lives, and not to harm others in any way.

Overall, Midjourney AI has the potential to provide significant benefits in various industries and applications, including marketing, art creation, education, and many more. Midjourney AI is an exciting and rapidly evolving technology that has the potential to revolutionize the way we create and consume visual content. However, it is important to approach its use with caution and carefully consider the potential risks and limitations before implementing it in any application.



The effortless growth of AI is mind-blowing because we used to say that "We have an app for this" but now we shall say, "There's an AI for this". Apps usage has always prioritized ease of use, however, AI is an enhancement solution to the user. There's a lot more to explore.



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